

VERMONT TOBACCO EVALUATION AND REVIEW BOARD

Media Committee

Thursday, February 19, 2015

8:30 p.m. – 10:30 a.m.

HMC, Richmond, VT

MINUTES

Present: Scott Connolly, Matt Dugin, Rob Williams, Rhonda Williams, Rebecca Brookes, HMC/RescueSCG staff

Welcomes

The committee welcomed Rob Williams as new member, and Scott Connolly, who will serve as committee chair on an interim basis. All other committee members, staff and guests introduced themselves.

Discussion of media committee* structure and function & role of members

Kate provided a starting place for this discussion by reminding the committee of the charge as per legislation. Rebecca provided a document of selected research that informs the media campaign. Expertise is important to the process. Data and research also inform the process. All opinions, thoughts, comments are welcomed. At the same time, we need to respect the process – sharing thoughts, ideas, research, methodology, etc. It is important to keep in mind that this is a multi-pronged approach, and the tobacco control program uses multiple sources of data and metrics to tell the story of need, opportunity, and progress. Rebecca shared stories of times when the feedback provided by the committee has been very helpful. Having different perspectives is very important. Key inputs from the committee are to look for what's missing, perspectives, etc.

What is the theoretical framework for approaching media campaigns? There are slightly different approaches for each campaign (social cognitive theory, stages of change, diffusion of innovation), but underlying all is the peer approach and social branding.

The goal is to discuss: research, data, copy, content. The committee votes to recommend the final drafts to VTERB, and a media committee member attends full Board meeting to present and share the committee recommendation. Full Board then takes vote.

The committee recognized that it is important to pull back the curtain of the process for campaigns and to start from the beginning and involve the committee right from the start. For the current campaigns, we've done that, but with new members in the group, it's a challenge to come to the table without that background understanding.

Action: Kate will send to Rob the link to the January HMC presentation (on the VTERB website).

Action: Rebecca will provide the APHA one-pager presented at APHA which helps to explain the history and background of the campaign.

Review and vote on Down and Dirty ad and media plan for spring

RescueSCG presented the next draft of the 30-second True Country script (first draft presented in January). Committee watched the spot.

What does social media testing mean for this campaign? Rescue stated that it's largely anecdotal. Rescue has a lot engagement online on a daily basis. Message package is promoted and they watch engagement online. They are seeing youth challenging the message, and that's good because Rescue can see that they are reaching the target audience with the message that true country values don't align with tobacco use. They see the target audience interact with the campaign which provides opportunity to educate, debate and discuss further. Facebook page has been up since April 2013 and to date there are 6,188 likes.

Concern was expressed about the visual of the bon fire that includes pallets. Wood smoke and pressure-treated pallets are pollutants. Showing a lot of wood smoke is inconsistent with a message about being smoke-free. Rescue said there is purposeful creative consideration to establishing a bonfire as opposed to a campfire. Authenticity must be considered to reach the audience, and media responds to other public health concerns but can't be all things to all people because the priority is to reach the target audience. But campaigns attempt to mitigate the issues that could arise, but at the same time must appeal to a targeted segment.

Another concern is that voiceover levels should be higher.

Committee voted to recommend the spot. Three in favor. One abstention
None opposed.

Action: Scott will bring this recommendation to the Board

Rural Teen Media campaign timeline and background metrics were presented.

Presentation slides available on VTERB website media committee folder.

Media that is most influential for this campaign: TV and Internet (social media platforms). Impressions means number of times a member of target audience could have been exposed to the message.

Committee voted on media buy: all in favor.

Update on Counter Balance tobacco retailer audits

Sarah Wylie from VDH presented data and background on Counter Tools (retailer auditing and mapping process). She asked committee to think about angles to approach, ways to

reach target audience with data and messaging. Reveal of this data – story maps and key takeaways – will be during the week of May 4, 2015.

Committee discussed questions to help going forward with this data, such as talking points, takeaways, integration of data release, necessary analysis for messaging, maximize earned media and press engagement. It is worth considering how to make case that cleaner storefronts, more counter space for other more profitable items, etc. can make a store more profitable. A “you can make more money” by stopping tobacco sales strategy.

Is there a release of a media campaign associated with this? VDH plans to incorporate this into the counterbalance initiative in the fall. But this spring/summer, they can test it out on social media before large investment in the fall. The plan is to run release of data: press conference, CounterBalance TV ad and to beef up the website to include testimonial or two or retailers. In the fall, brand new TV campaign based on this data.

Action: Kate will provide link to the John Oliver piece on tobacco industry in these minutes.

<https://www.youtube.com/watch?v=6UsHHOCH4q8>

Action: committee should send additional comments and ideas directly to Sarah Wylie, VDH at sarah.wylie@state.vt.us

Next media committee meeting March 10, 2015

*Excerpt from legislation establishing VTERB: <http://legislature.vermont.gov/statutes/fullchapter/18/225>

The Board may appoint committees or subcommittees for the purpose of providing advice on community-based programs, countermarketing activities, and independent program evaluations.

The Board shall have all the powers necessary and convenient to carry out and effectuate the purposes and provisions of this section, and shall:

(2) Select, upon the advice of the Commissioner, a contractor responsible for countermarketing activities. The Department shall pay the fees and costs of any such contractor. The Board and Commissioner shall jointly approve any final countermarketing campaign.

Upcoming Tentative Schedule

Feb 19 – Committee meeting

Review and vote on March Down & Dirty ad and media plan
Discuss audit data for CounterBalance

March 4 – Full VTERB Board

Review and vote on Down & Dirty ad

March 10 – Committee meeting

Review concept for May flight of Down and Dirty ad
Review media plans for April/May CounterBalance (using existing ad)
Review media plan for spring cessation using Tips and VT Quit Partners ads

script review of Down and Dirty May ad by email

April 1 – Full VTERB Board

Review and vote on spring cessation ads using Tips and VT Quit Partners
Review of CounterBalance media plan

April 14 – Committee meeting

Review and vote on May Down and Dirty ad and media plan
Review concept for new CounterBalance production (to be produced in summer; run the in the fall)

between these two meetings script approval of new CounterBalance ad

May 6 – Full VTERB Board

Review and vote on Down and Dirty ad and media plan
Vote on CounterBalance media plan

**CounterBalance ad for fall will be produced over the summer when VTERB is normally on hiatus. Will likely need to schedule August media committee meeting.